

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : George Gerba, et al.
Serial No. : 09/929,506 Examiner : Dominic Saltarelli
Filed : August 14, 2001 Group Art Unit: 2623
Title : SYSTEM AND METHOD FOR DISPLAYING
ADVERTISING IN AN INTERACTIVE PROGRAM
GUIDE

Commissioner for Patents
PO Box 1450
Alexandria VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action dated June 5, 2007, please reconsider the
above identified application in light of the following:

Remarks begin on page 2 of this paper.